

WHAT IS CLAIMED IS:

1. A method of providing web site content to a web site customer, comprising the steps of:
 - collecting customer data about the customer's
 - 5 demographics and commercial preferences during one or more prior visits by the customer to the web site;
 - storing customer models in a models database accessible by a web site host;
 - storing a number of alternative web content formats,
 - 10 including a default format, in a content database accessible by the web site host;
 - receiving a web site request from the customer;
 - identifying the customer;
 - accessing the customer's customer data, based on the
 - 15 identifying step;
 - determining whether the customer data matches one of the customer models;
 - if the customer data matches a model, selecting a web content format corresponding to that model;
 - 20 if the customer data does not match a model, selecting the default format; and
 - downloading web content corresponding to the selected web content format to the customer's web browser.

2. A method of providing web site content to a user of a web browser, comprising the steps of:

collecting customer data about the user's consumer preferences during one or more visits by the user to the
5 web site;

storing customer models in a models database accessible by a web site host;

storing a number of alternative web content formats in a content database accessible by the web site host;

10 receiving a web site content request from the user; identifying the user;

accessing the user's customer data, based on the identifying step;

15 matching the user's customer data to one of the customer models;

selecting a web content format corresponding to the model matched in the preceding step; and

downloading web content corresponding to the selected web content format to the web browser.

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3. The method of Claim 2, wherein at least one of the models is a savings focused model.

4. The method of Claim 2, wherein at least one of
25 the models is a cost focused model.

5. The method of Claim 2, wherein at least one of the models is a technology focused model.

30 6. The method of Claim 2, wherein at least one of the web content formats is a savings focused format.

7. The method of Claim 2, wherein at least one of the web content formats is a cost focused format.

8. The method of Claim 2, wherein at least one of
5 the web content formats is a technology focused format.

9. The method of Claim 2, wherein the web content format determines at least the arrangement of the web content.
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10. The method of Claim 2, wherein the web content format determines at least the information contained in the web site.

11. The method of Claim 2, wherein the web content format determines at least the visual aspects of the web site.
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12. The method of Claim 2, wherein the matching
20 step is performed while the user is on line to the web site.

13. The method of Claim 2, wherein the collecting step is performed while the user is on line to the web
25 site.

14. A system for providing web site content to a user of a web browser, comprising:

a customer data database operable to store data about the user's consumer preferences;

5 a models database operable to store a number of customer models;

a web content database operable to store a number of alternative web content formats for the web site; and

a web site host operable to access the customer data
10 database, the models database, and the web content database, and further operable to: receive an identifier of each user that accesses the web site; to assign the user to a model, based on the user's customer data; to match the model to a web content format, and to download
15 the matched web content format to the user's web browser.

15. The system of Claim 14, wherein the models database stores one or more customer models from the following groups: cost focused, savings focused, and
20 technology focused.

16. The system of Claim 14, wherein the web content format database stores one or more web content formats from the following groups: cost focused, savings focused,
25 and technology focused.

17. The system of Claim 14, wherein the web site host is operable to collect customer data during visits of customers to the web site.

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18. The system of Claim 14, wherein at least one of the web content formats is a default format.

19. The system of Claim 14, wherein the web site
5 host assign the user to a model and matches the model to a web content format while the user is on-line to a web site.